

## **Male Joins Bluefish to Head-up New Public Sector and Utilities Division**

**Reading, 6<sup>th</sup> June 2007:** Martin Male, an authority on Local Government and Road Pricing, has joined leading IT consultancy, Bluefish, to head-up its recently launched Public Sector and Utilities Division.

Formerly Programme Manager and Advisor for the National Road Pricing Programme when at Deloitte Management Consulting Services, Martin Male will oversee Bluefish's new Public Sector and Utilities Division. He will be instrumental in helping to build-up the company's portfolio in these market sectors.

A key role for Martin Male at Bluefish will be to develop high level strategic programmes for a wide range of central and local government organisations. For instance, Bluefish is playing a leading role as Shared Services Advisor for two local authorities currently developing a shared services partnership for their Information and Communications Technology functions. The new division is also providing advisory services within the National Road Pricing Programme.

"The appointment is an exciting challenge. Bluefish might be a young, fast growth IT company, but many of its principles and consultants are experienced and recognised industry figures – such as Brian Birtles and Lyndon Knight, who I worked with at Alcatel," comments Martin Male.

"What makes Bluefish different is that it has a deep level of proven experience within key markets, underpinned by technology expertise to provide best-of-breed IT and telecoms solutions that best meet real-world needs. This is particularly important in the public sector where they want ring-fenced, cost-effective and deliverable IT programmes."

Male's involvement with road pricing continues from his previous role with Deloitte Management Consulting Services (DMCS). He was the Interim Programme Manager for the National Road Pricing Programme. He is also

known for leading a number of efficiency projects at several Unitary Authorities in the Midlands but is increasingly concentrating his focus on shared services.

Comments Male "After a number of false dawns, Shared Services' time is really coming. We have seen a number of outsourcing arrangements since the beginning of this decade that have failed to deliver savings and service improvement. Pressure is building from Central Government but Local Authorities have to make considered decisions if their electors are to be well served. At Bluefish we are advising Authorities on how to improve and share what they have and where appropriate how to undertake intelligent, targeted managed services - at the right time".

Martin Male was Head of ICT at Advantage West Midlands where he achieved the Agency's target of over 97% access to broadband in the West Midlands raising it the second best covered English region after London. He has held a number of Directorial positions in the Public and Private Sector including Programme Director for Warwickshire Online Partnership, Marketing & Strategy Director for NextiraOne, Commercial Director for Alcatel. He has built-up a wealth of utilities sector experience during his 8 years at Perot Systems.

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